

Pho

**Vietnamese
Street Food**





Our story

Pho is a Vietnamese street food restaurant founded by husband and wife team Stephen and Jules Wall in 2005.

The couple were inspired to open the UK's first speciality pho restaurant after quitting their jobs, travelling around the world, and falling in love with Vietnam and its national dish, pho. 18 years on they've seen their tiny restaurant in Clerkenwell pave the way for a group of restaurants all around the UK.

Stephen and Jules are as involved today as they ever were, ensuring Pho never loses sight of their

original values, especially our passion for amazing quality, freshly prepared food.

We believe our signature dish, pho, is much more than a bowl of noodle soup, it's an obsession - the soul of a nation. At Pho we're continually on a mission to spread this pho obsession by building a group of individual restaurants that are the best they can be in every single way.



Our customers

Our customer base has developed massively as we've grown. From our original core 25 to 40 year old customer base in London we now serve people of all ages and types.

Our customers now range from 5 to 75 years of age and from every walk of life - from shoppers in Westfield to commuters in Birmingham Grand Central,

locals in Bristol Corn Street, students in Exeter to families in Cardiff, tourists in Edinburgh St James or office workers in Soho and beyond.

We appeal to all dining occasions. Pho everyone as we say.



Our food

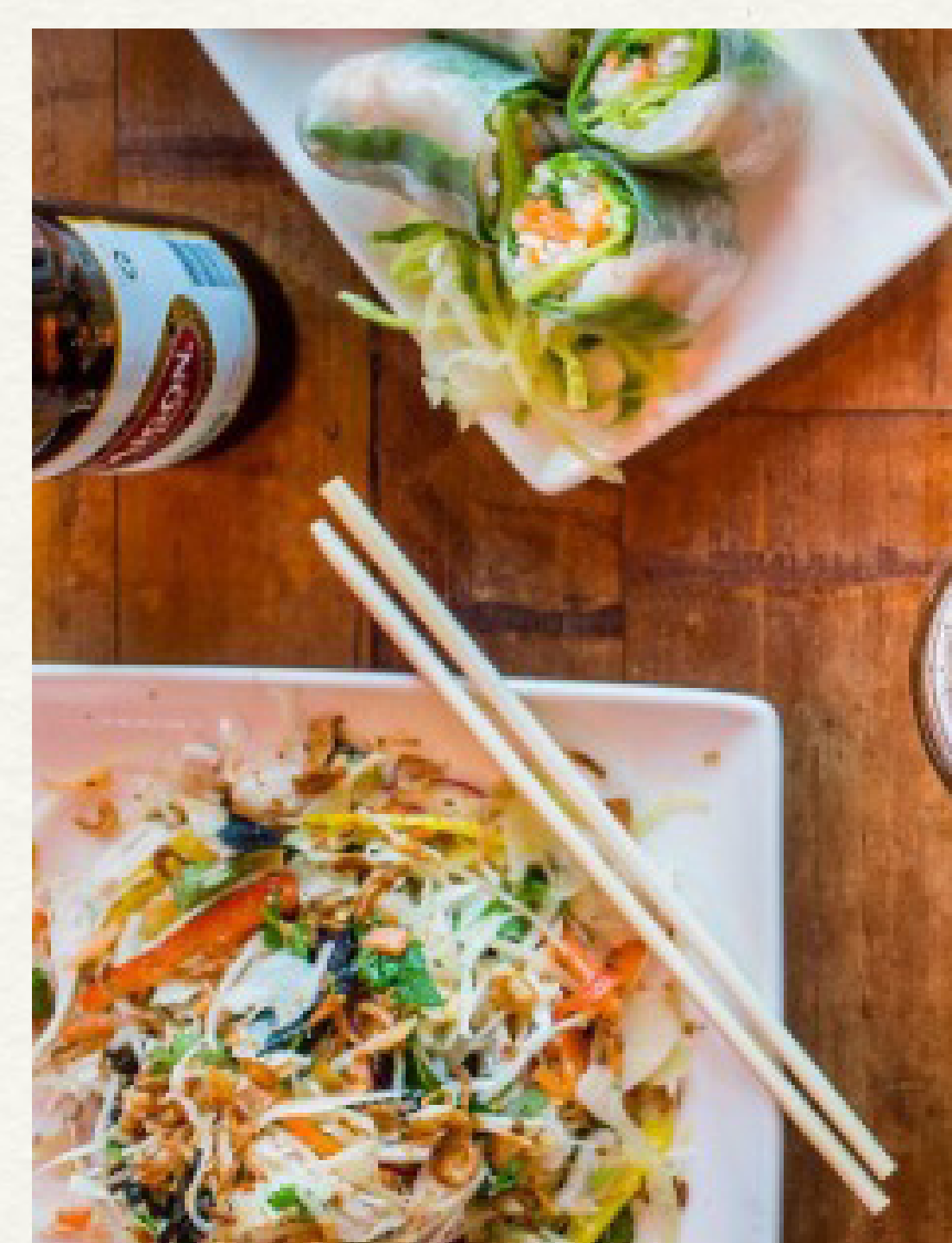
Our menu has wide appeal, and we continue to prepare and cook all our food daily on site, which we believe is more important than ever to our customers. We believe there are very few restaurant groups that do this.

We of course specialise in the national dish of Vietnam, pho, a nutritious and aromatic rice noodle soup. The rest of our menu consists of Vietnamese only dishes including a wide selection of small plates and starters, salads, wok-fried noodles, curries and other rice dishes.

Vietnamese food is largely light, simple and healthy with an emphasis on adapting flavours to personal taste. It's also naturally gluten free (we're accredited by Coeliac UK) and almost half our menu is naturally vegan.

We also have a popular children's menu, which features classic dishes like pho and wok-fried rice.





Our drinks

Drinks aren't an after thought and just like we do with our food, we aim to cater for a wide and varied range of tastes.

Our coffee, imported from Vietnam, is served with sweet condensed milk staying true to the way things are done in Vietnam. We serve it both hot and cold.

Diners with health in mind can opt for one of our fresh juices, squeezed and made to order.

Our alcoholic drinks offering is extensive, including Vietnamese beers, wines and our popular cocktails including our signature Phojito.

To ensure all guests have something to enjoy, we also serve alcohol free beer and cocktails, as well as gluten free lager.



Our kids menu



KidsMenu

meal and a drink £5.95

Noodles

Wok-fried noodles
Flat rice noodles with a choice of **chicken, beef or tofu & mushroom**
232 / 257 / 341 kcal

Bún noodles
Round rice noodles (like spaghetti) with a lemongrass wok-fried topping, fresh herbs, beansprouts & peanuts
with chicken, pork balls or veggie spring roll*
206 / 252 / 94 kcal

Baby Bún noodles (toddlers under the age of 2)
Picking plate of plain round rice noodles, sliced chicken breast, cucumber, cherry tomatoes & radish, prawn crackers & a sweet dipping sauce
262 kcal

Noodle Soup

Mini phở
Flat rice noodles in homemade broth topped with spring onion (can be omitted)
chicken breast in chicken broth 296 kcal
steak &/or brisket in beef broth 281 kcal
tofu & mushrooms in veggie broth 312 kcal

Rice

Wok-fried rice with egg
plain, chicken or tofu 582 / 585 / 578 kcal

Chicken Ca-ri

Vietnamese curry with chicken, veggies & mushrooms, served with steamed rice 532 kcal

Skewers

Homemade pork meatballs
served with steamed rice, raw veggies, prawn crackers & peanut sauce 420 kcal

Battered chicken nuggets*
served with steamed rice, raw veggies, prawn crackers & a sweet fish sauce 485 kcal


Drinks

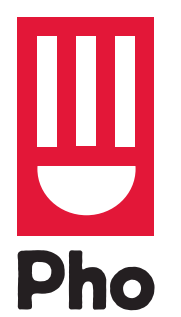
Freshly squeezed juices:
apple 50 kcal
orange 50 kcal
apple, mint & lime 50 kcal

Or a choice of:
Homemade lemonade 60 kcal
coconut water 20 kcal
fizzy water

Desserts

Ice cream or sorbet (one scoop) 141 kcal - £1
Banana fritter 121 kcal - £1
Whole piece of fruit: **apple or banana** - 50p

 Kids menu available for children aged 12 & under.
All of this menu is gluten free as accredited by Coeliac UK.
***Please note:** these items are not gluten free - spring rolls & chicken nuggets.*
Not all ingredients are listed & all dishes could contain traces of peanuts. Please ask staff for allergen details.





Our restaurants

One of the key strengths of Pho down the years has been our ability to make very different styles of sites and footprints work. We've proven to be pretty adaptable.

- We have a blend of sites across our estate with some very compact sites in Central London ranging to 5,000 sq ft in Manchester.
- We can trade multi-level sites with a main ground floor trading area and ancillary back of house accommodation at another level.
- We've got experience in very high volume units such as our kiosks in Westfield London & Stratford where we are continually top performers.
- We're versatile in our trading environments - we trade in 'grade A' shopping centres, stations, suburbs, High St City Centres and have recently opened in Canary Wharf.





Our restaurants

Our expansion strategy has been a case of considered growth since we first opened.

We're not afraid to go our own way and look at the less trodden path where we believe a market for Pho exists, demonstrated by recent openings in Lincoln and Bournemouth, both of which are performing very well.

Our latest opening is a 1,200 sf high volume site in Jubilee Place, Canary Wharf. We've introduced ordering technology at this site to cater for the large demand for grab and go, in addition to high eat in and delivery demand.

Takeaway - Pho to Go- has always been popular and was the first thing we ever sold in 2005. Over the last few years the delivery side of our business has grown, especially during the pandemic, and fortunately our food travels well.





Our design

Our restaurants are individually designed by Stephen alongside Neil Mastors (Cantor Mastors), taking inspiration from Vietnam, whilst including nods to the local area, too.

As we've grown in recent years, mainly with openings outside of London, our look and feel has continued to develop. Recent openings such as our Nottingham site in Hockley, Royal William Yard (Plymouth) and York are designed to complement the fantastic spaces they're in.

Several of our restaurants feature work by Julian Hanshaw, an award-winning illustrator and Leimai Lemaow, a renowned artist, who creates unique artwork in a number of our restaurants which ties itself to the local community - bringing together a taste of Vietnam with a touch of the local town or city.

No two restaurants look the same.



Our sites

Balham

Ealing

Oxford

Battersea Rise

Edinburgh

Plymouth

Birmingham

Exeter

Portsmouth

Bournemouth

Guildford

Reading

Brighton

Islington

Sheffield

Bristol

Kingston

Soho

Cambridge

Leeds

Spitalfields

Canary Wharf

Leicester

St. Pauls

Cardiff

Lincoln

Westfield

Cheltenham

Liverpool

Stratford

Chiswick

Manchester

Westfield

Covent Garden

Nottingham

White City

Wimbledon

York



Community

Though we don't make a huge deal about it externally, community and CSR is a very big deal to us at Pho, from the founders down to the team on the floor in our kitchens.

We have some key charity partners we are committed to on a long term basis, as well as working ad-hoc to support various local needs:

The Christina Noble Children's Foundation is a charity that supports children in Vietnam.

We donate 10p from every coffee sale and 25p from every Pho House to them.

Stonewall is a charity that supports the LGBTQ+ community around the UK. We donate 50p from every Pride Punch sold to them.

Only A Pavement Away help homeless people find accommodate and return to work. Over Christmas 2022 we fundraised for them through a special limited edition cocktail, donating 50p from each sale of it to them.

Elsewhere we are always saying yes to various ad-hoc community and charity campaigns, whether that is donating prizes to local school raffles, or sponsoring local football teams shirts.



Information

Contact

Theo Fordham

theo@phocafe.co.uk

07970 251131





@PhoRestaurant
www.phocafe.co.uk